

Conditional Use Analysis

January 14, 2009

Application

C-62-2008
Kevin Bruder, The E Center
Deanne Leatherman, YESCO
Regarding E Center Pole Sign Upgrade
3200 South Decker Lake Drive
General Commercial (C-2) zone, 29.14 acres
Staff Presentation by Hannah Thiel, Planner I

Background

The West Valley City E Center is requesting a conditional use amendment for an upgrade to their pole sign located at 3200 South Decker Lake Drive. A conditional use was initially approved for this location on October 10, 1996 for the existing pole sign at its current location. This application is an amendment to the initial conditional use permit as the approved pole sign is being altered and it is incorporating an electronic message sign. The E Center occupies 29.14 acres of land. The General Plan designates this property as General Commercial.

The applicant is proposing a 24' tall by a 36' wide electronic message sign to be incorporated into the existing pole sign. This is the same sized sign as what is currently on the property. The overall height of 65' for the pole sign would remain the same. The West Valley City Sign Ordinance allows freeway oriented pole signs the use of 100% of the sign area for electronic message signs. In addition, the applicant is requesting an electronic message wall sign on the front of the E Center. Both requests for an electronic message sign meet the West Valley City Ordinance requirements.

Recommendations/ Staff Alternatives

- Approval subject to any issues raised at the public hearing as well as the following conditions:
 1. That a building permit is obtained for the electronic message signs on the pole sign as well as on the wall.
 2. That the applicant shall meet all City Ordinances and requirements for all West Valley City Departments and UDOT.
- Continuance, for resolution of any issues that may arise at the public hearing.
- Denial of Conditional Use Amendment for renovated sign

Attachments

- Letter from UDOT
- Sign Elevations
- Vicinity Map